

Durham Technical Community College

Small Business Center
SOUTHBank Building
400 West Main Street
Durham, NC 27701

www.durhamtech.edu/sbc

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Free Seminars in Orange County

[Orange County Seminars offered in partnership with Chapel Hill/Carrboro Chamber and Chapel Hill SCORE]

NEW! The Business of Art and the Art of Staying in Business: New Topics

Don't miss Nancy Tuttle May's follow-up seminar that examines in-depth goal setting for artists, finding your muse, and following your vision. Learn to take the fear out of the IRS and taxes, keep track of deductible expenses and receipts, understand copyright issues, and protect your work. Learn about self-promotion and how to "brand" your vision. *Taught by Nancy Tuttle May, award-winning local artist.*

16588 Th 2/4 6-9 pm OCC 211

NEW! Roadmap for Business Success

Where are you headed? How will you know when you've arrived? In today's economy, most of us can't afford a lot of missed turns and detours. We need to get there quickly and directly. Learn a seven-step process to take your business from point A to point B, and you can still enjoy the scenery along the way. *Taught by Jan Bolick, Business Class, Inc.*

16758 Th 2/25 6-9 pm CH Chamber

SCORE "Counselors to America's Small Business" is a nonprofit association dedicated to educating entrepreneurs and to the formation, growth, and success of small businesses nationwide.

The Most Important Legal Questions Facing Small Business

Learn the advantages and costs of the different business entities, including proprietorship, partnership, "C" Corp, "S" Corp, and "LLC." Get answers to your questions about commercial leases, business formation, supplier and customer contracts, and employment issues, as well as practical advice on minimizing business risks. *Taught by Donna Ray Chmura, J.D., Sands, Anderson, Marks & Miller, P.C.*

16762 Th 3/18 6-9 pm OCC 211

NEW! How to Get More Done in Tough Times

In tough times, you must be more productive, more efficient, and more flexible. Succeeding is all about setting and meeting goals, working more effectively with the people around you, digging out from under the paperwork and email avalanche, and dealing with the stress of a tighter economy. Learn to find an extra hour each day, deal with difficult people, do three things at once, and go home on time. *Taught by Mike Collins, The Perfect Workday, Inc.*

16766 Th 4/8 6-9 pm CH Chamber

NEW! Greening Your Business

Want to join the green wave sweeping the business world, but not sure where to start? Learn principles and practices to start your business on the path to becoming more sustainable by adopting a triple bottom line approach that addresses people, planet, and profit. Discover assessment tools, hear about local businesses successfully embracing this approach, and develop an action plan. *Taught by Jane Norton, ReSourcing Natural Solutions.*

16769 Th 4/29 6-9 pm OCC 211

DURHAM TECH

The Small Business Center Courses & Seminars

Durham Technical Community College

919-536-7241/www.durhamtech.edu/sbc

Spring 2010

The Determination of an Entrepreneur Angela Burroughs and Maximized Efficiencies, LLC

Angela Burroughs's grandfather started the state's oldest barber college and was an independent businessman all his life. Her father ran his own business as a pediatrician, and her oldest brother has his own health care management business. She admits she's "been surrounded by entrepreneurs all her life."

A Hampton University graduate, Burroughs earned her Master of Science in Public Health degree at UNC School of Public Health and began her career as a manager in a community health center system; she went on to work for the North Carolina Department of Health and Human Services and RTI International. In 2002, she began her consulting business, providing part-time management, technical assistance, and consulting services for a large community-based research project. Then in 2004, she took advantage of the SBC's *REAL Entrepreneur* class to evaluate her then-dream of a franchise Christian bookstore similar to Barnes and Noble. From her *REAL* instructor, she learned "not to be afraid of doing an excellent business plan and of its critical importance."

After two years of moving in this retail direction, Burroughs realized the timing wasn't ideal for the retail bookstore and felt she should invest full time in her consulting services. She met with the SBC director for advice on the best direction and was encouraged to take the advanced *Fast Entrepreneur* course with John Wyman to better refine her consulting and training business. She says this class proved to be the "turning point," helping her hone her niche as a learning solutions consultant, further develop her marketing plan, and realistically assess her challenges as a business owner. "The real life experiences and wisdom of Mr. Wyman coupled with the combined input of other business owners taking the course created a great atmosphere for growth," says Burroughs. An added bonus is that members of her class continue to meet, network, and share experiences.



Angela Burroughs

The biggest obstacle to Burroughs's business success has been "getting in the proverbial door," which she's worked hard to accomplish the old-fashioned way — through trial and error, doing research, working her contacts, and finding prime contractors with current government contracts. Her first major subcontract came in early 2008 with the Environmental Protection Agency; and she's "stayed profitable ever since," earning subsequent work with a top five pharmaceutical company, an industry-leading contract research organization, state government, and corporate entities. For one current contract, Burroughs is managing training activities for resources working in the United States, Canada, and Latin America; and she has recently traveled to Panama and Belgium.

Burroughs's goal is to grow beyond the subcontracting arena to winning her own training and management services contracts. She's pursuing her 8(A) federal certification to leverage more federal opportunities and is investigating additional North Carolina certifications. She also believes in investing her skills and resources, as evidenced by her gratis or fee-discounted work with her church and other faith and community-based organizations.

Burroughs's larger goals are "to get deeper into the pharma industry by providing training and management services to more companies and also to grow [her] services to contract research organizations and vendors." She also seeks to grow her name recognition and expand her partnering with other subcontractors. She believes the future is bright as she entrepreneurially asks, "Why can't I do this [work I enjoy] full time and get paid and known for providing quality management and training services with integrity?"

To learn more about Maximized Efficiencies, LLC, call 919-621-1911 or visit www.MaximizedEfficiencies.com.

Durham Tech now offers online courses and certificate programs through the American Management Association (AMA), including *Business Management, Human Resources, Quality Improvement, Finance and Accounting, Strategic Leadership*, and many more. This is private, self-paced, individualized study with self-evaluation through in-text test exercises. Contact Pam Gladson at gladsonp@durhamtech.edu or 919-536-7239, ext. 4301.

Small Business Center Courses

Courses in Durham & Orange Counties

[Note: Registration Required]

The REAL Entrepreneur: How To Start and Build Your Own Business – \$149

Do you REALLY want to learn how to start your own business? Participants in this popular 10-week course examine in detail how to develop a business idea, do market analysis, and then write a business plan. Gain knowledge from hands-on activities and guest speakers who are successful business owners. *Taught by Malinda Todd, NC REAL.* 30 hours.

16557 Th 1/28 - 4/15 6-9 pm SBB 312

The Fast Entrepreneur: Getting to Profitability in a Hurry – \$149

Want to stand above the crowd and be a business success in this tough economy? This class is for existing business owners and fast-start new entrepreneurs who want to be successful and earn a six-figure net income within three years. Understand the strategic steps required to make your business more profitable, and then write your draft business plan. Kauffman Foundation e-learning assignments, some weekly homework, and class interaction are required. *Taught by John Wyman, SCORE Volunteer.* 30 hours.

16560 W 2/3 - 4/21 6-9 pm SBB 312

Planning for Success: How to Write an Extraordinary Business Plan – \$149

Successful businesses have strong business plans. This course is for anyone starting or operating a business who wants to learn how to write a better, more complete business plan. The course focuses not only on the mechanics of writing a business plan but challenges you to perform the critical thinking necessary to write an extraordinary plan! *Taught by Carl Baumann, SCORE Volunteer.* 30 Hours.

16562 W 2/17 - 5/5 6-9 pm OCC 211

NEW! Sales for People Who Don't Like to Sell – \$89

Understand how to generate customer excitement. Learn the skills and techniques necessary to become successful in sales, from prospecting to building relationships for ongoing referrals. Define and describe your products, services, and ideas; identify relevant decision makers; obtain appointments; make effective presentations; create lasting relationships; and make a win-win close. *Taught by Jim Joyce, Sales Partners, Inc.* 15 hours.

16752 Th 3/4 - 4/1 6-9 pm SBB 311

NEW! Social Media Marketing for Entrepreneurs – \$89

Business owners facing tighter budgets are turning to social media outlets for branding and marketing purposes. But too often they fail by applying a "print media mindset." This hands-on, in-lab class teaches you how to effectively incorporate social media tools such as blogging, Twitter, podcasting, sharing, and social networking sites into your marketing efforts. (Because this course is self-supporting, no tuition waivers or exemptions are allowed.) *Taught by Gary Miller, UNC Career Services.* 10 hours.

17297 Th 4/1 - 4/29 6:30-8:30 pm SBB 310

Bring a Memory Stick to save your work between classes. Before taking computer courses, you should have a good understanding of your computer's operating system.

Introduction to QuickBooks Pro – \$89

Learn the fastest, easiest way to manage your business! One of the most popular small business accounting applications, QuickBooks Pro tracks general ledger, accounts receivable, accounts payable, payroll, and checking accounts and provides easy-to-use reporting features. (Because this course is self-supporting, no tuition waivers or exemptions are allowed.) *Taught by Paula Brown, Almost Perfect, Inc. and Sunita Dev, PragmatiQue, LLC.* 12 hours.

16577 M 1/11 - 2/1 1-5 pm SBB 310

16578 M 2/15 - 3/1 1-5 pm OCC 204

16579 M 3/8 - 3/29 6-9 pm SBB 310

16580 M 4/5 - 4/26 6-9 pm OCC 208

More QuickBooks Pro – \$89

You've taken the *Introduction to QuickBooks Pro* class or are already writing checks and making deposits in QuickBooks. Take this intermediate-level class to gain insights into invoicing and statements, APs and ARs, balancing bank statements, writing checks and taking credit cards, customizing reports and graphs, and much more. Prerequisite is *Introduction to QuickBooks Pro* course. (Because this course is self-supporting, no tuition waivers or exemptions are allowed.) *Taught by Paula Brown, Almost Perfect, Inc.* 12 hours.

16581 M 5/17 - 6/7 1-5 pm SBB 310

Free! Business Over Lunch Seminars in Durham

Seminars offered in partnership with the Women's Business Center of NC

NEW! Basic Internet Marketing

Learn what kind of web site you should build, the language of the World Wide Web, blogs, networking sites, search engines, pay-per-click, email newsletters, and more! *Taught by David Mooring, CrossComm, Inc.*

16754 W 1/13 11:45 am-1:45 pm SBB 312

NEW! From Cold Call To Cash Cow: Cracking the Code of Selling

How do you sell? Learn everything you need to know to get and keep a customer for your business, whether you're opening a boutique shop or producing the newest techno gadget. Selling can be taught, and this is the class where you will learn! *Taught by Sarah Levitt, "Cracking the Code of Selling."*

16757 W 2/10 11:45 am-1:45 pm WBC

NEW! Social Networking for Entrepreneurs

Learn how marketing on the Internet through social networks can increase visibility, strengthen branding, and generate more sales for your business. *Taught by Lee White, Decision 3D, LLC.*

16761 W 3/10 11:45 am-1:45 pm SBB 312

NEW! Raising A Purple Cow

Discover how to build or identify something exceptional about your product or service. In a crowded field where everything looks the same, this seminar shows you "how to raise a purple cow." *Taught by Katie Gales, SmartMoves Int'l.*

16767 W 4/14 11:45 am-1:45 pm WBC

NEW! Maximizing Your Web Site

For web savvy businesses that have already developed a web presence, come learn about determining your target audiences, creating a prospecting plan, keeping current clients happy, and finding the right new clients. *Taught by David Mooring, CrossComm, Inc.*

16770 W 5/12 11:45 am-1:45 pm SBB 312

Small Business Seminars

Free Seminars in Durham County

[Note: No Registration Required]

NEW! Personal Financial Management

Your financial health must begin with an understanding of who you are. Whether you are a budding entrepreneur or an individual looking to improve your personal financial picture, learn to design your personal financial management strategies. Understand techniques to improve your credit worthiness, assess your credit capacity, and leverage your assets. *Taught by Devin Brown, Consumer Credit Counseling Services of Durham.*

16755 T 1/19 6-9 pm SBB 312

10 Steps to Starting Your Own Business

Starting your own business may seem like a daunting task, but it's not so hard if you take it step by step. Learn an overall understanding of the steps you need to take to make your dream become a reality. Our consultant has trained hundreds of entrepreneurs across the state in starting, marketing, and managing a business. *Taught by Jess McLamb, The Roper Group.*

16587 T 1/26 6-9 pm SBB 312

NEW! What's the Business Value of Green?

"Green" creates business advantage when it goes beyond being a label to delivering a better result in the way we live, work, and do business. Entrepreneurs and existing businesses can discover sustainable green business advantages that can increase their revenues and profits. Learn the best tools anyone can use to guide the "green business value" discovery process. *Taught by Jane Norton, ReSourcing Natural Solutions and Al Huntoon, GreenWorks Initiative.*

16756 T 2/9 6-9 pm SBB 312

Writing a Winning Business Plan: Your Mapquest for Business Success

A well-prepared business plan is the roadmap to, and foundation of, success in any venture. It opens bank doors even in an uncertain economy. This how-to course covers new techniques for market research, converting competition to a benefit, smart financial forecasting, effective marketing strategies, and secrets to building business credibility. *Taught by George Krassner, G.K. Limited.*

16589 T 2/16 6-9 pm SBB 312

NEW! If You "Ain't" Makin' Dust, You're Eating It

Small business leaders struggle to find ways to continuously improve their businesses, to remain competitive and, quite frankly, to survive. Come learn select (LEAN) improvement processes and techniques to enhance your efficiency and profits. Your competition is already using them. One "change-good" technique is also examined for enabling changes and monitoring results. *Taught by Ken Berger, DTCC Corporate Education and Merville Forrester, Kuehne + Nagel, Inc.*

16759 T 3/2 6-9 pm SBB 312

NEW! Government Incentives to Support the Greening of Small Business

Learn more about renewable energy, energy efficiency, and programs and incentives that can create significant savings for small business. This seminar reviews how small businesses can take advantage of new tax credits and other financial incentives provided by the federal government, state government, and electric utilities. *Taught by Brian Lips, NC Solar Center.*

16760 T 3/9 6-9 pm SBB 312

NEW! Low-Cost Marketing in a Tight Economy

When times are tight, don't make the mistake of slowing down your marketing efforts. Increase your marketing, but do it for low or no dollars! Learn how to do cheap marketing research, save marketing dollars, use mini-media marketing, and create "guerrilla marketing" tools for any marketplace while positioning your business to grow dramatically. *Taught by Mike Collins, The Perfect Workday Company.*

16764 T 3/23 6-9 pm SBB 312

NEW! Funding Your Business through the SBA

The senior area manager for the U.S. Small Business Administration discusses current economic issues facing small businesses today and how you can use the SBA's resources to jump start or grow your business successfully. Learn about the SBA's Stimulus Bill funding to encourage lending with banks and credit unions. *Taught by Ivan Hankins, SBA.*

16765 T 3/30 6-9 pm SBB 312

Basic Bookkeeping for Business Owners

Know your products or services? Do numbers scare you? What about accounting terms like cash versus accrual, debits and credits, depreciation, assets and liabilities, owner's equity, liquidity, and more? Get hands-on experience in preparing a financial statement, including cash flow, income statements, and balance sheet. *Taught by Jess McLamb, The Roper Group.*

16591 T 4/13 6-9 pm SBB 312

NEW! Make Your Green Business Stand Out

Green businesses have special challenges when it comes to marketing. The approach your business takes can have an enormous impact on your ability to connect with customers and translate interest into sales. Learn how to use the 4 E's — environment, efficiency, education, and economics — to ensure that your green business will be well positioned for success. *Taught by Al Huntoon, GreenWorks Initiative.*

16768 T 4/20 6-9 pm SBB 312

Thinking of Starting a Business?

This free monthly session is the perfect place to bring all your start-up questions. Get information about licenses, legal forms, taxes, and much more. Learn about community and online resources from our veteran business instructor and from fellow entrepreneurs. Preregistration is requested at 919-686-3448. *Taught by Dub Gully, SBC Director.*

16583 M 1/25 3-5 pm SBB 312

16584 M 2/22 3-5 pm SBB 312

16585 M 3/22 3-5 pm SBB 312

16586 M 4/26 3-5 pm SBB 312

SBB – SOUTHBank Building, 400 West Main St., Durham

WBC – Women's Business Center of North Carolina, 114 W. Parrish St., Durham

OCC – Orange County Campus, 525 College Park Dr., Hillsborough

CH Chamber – Chapel Hill/Carrboro Chamber, 104 South Estes Dr., Chapel Hill.